

***Exhibit II-4***  
***Market Demographics***  
***Adjusted Average Household EBI***

<i>Market</i>	<i>Average Household EBI</i>	<i>Cost of Living Index</i>	<i>Adjusted Household EBI</i>	<i>Rank Before Adjustment</i>	<i>Rank After Adjustment</i>
Houston	\$46,860	96	\$48,813	2	1
Indianapolis	43,481	96	45,293	5	2
Minneapolis/St. Paul	45,497	101	45,047	3	3
Atlanta	44,085	98	44,985	4	4
St. Louis	42,524	98	43,392	7	5
<b>Seattle</b>	<b>48,529</b>	<b>115</b>	<b>42,199</b>	<b>1</b>	<b>6</b>
San Antonio	37,936	92	41,235	8	7
New Orleans	36,712	94	39,055	10	8
Detroit	42,831	115	37,244	6	9
Tampa Bay	37,015	100	37,015	9	10
<i>Average</i>	<i>\$42,547</i>	<i>101</i>	<i>\$42,428</i>		
<i>Median</i>	<i>\$43,156</i>	<i>98</i>	<i>\$42,795</i>		

Source: Sales & Marketing Management, 1996 and ACCRA Cost of Living Index, 1996.